



LEO BURNETT U.S.A.

ADVERTISING

PRUDENTIAL PLAZA • CHICAGO, ILLINOIS 60601 • 312-565-5959

August 17, 1984

Mr. James L. Thompson, Jr.
Philip Morris, Inc.
120 Park Avenue
New York, N.Y. 10017

Dear Jim:

Attached is a copy of a letter we received from Donnelly Outdoor Advertising, Portland, Maine. Because of legislation, they have to remove their 30-sheet boards effective 9/25/84. We have 24 30-sheets there now in the 85's Pool.

We also have one Marlboro bulletin that will be removed 1/1/85.

As you know legislation to kill Outdoor in Portland has been going on for some time - it has now happened.

The only thing we have left in Portland is one (1) Commuter Clock in the airport. We might want to consider having Market Place Graphics build some signs at Convenience stores if possible.

We will let you know if we come up with some other ideas.

Sincerely,

LEO BURNETT U.S.A.

Richard C. Lemley

RCL/hct
Attach.

cc: Jim Oates - 11
Pete Volz - 11
Tom Dudreck - 11
Paul Driggs - 11
Bill Hadlock - 9
Kay Galeotti ✓
John Moran
Helen Lubin

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